



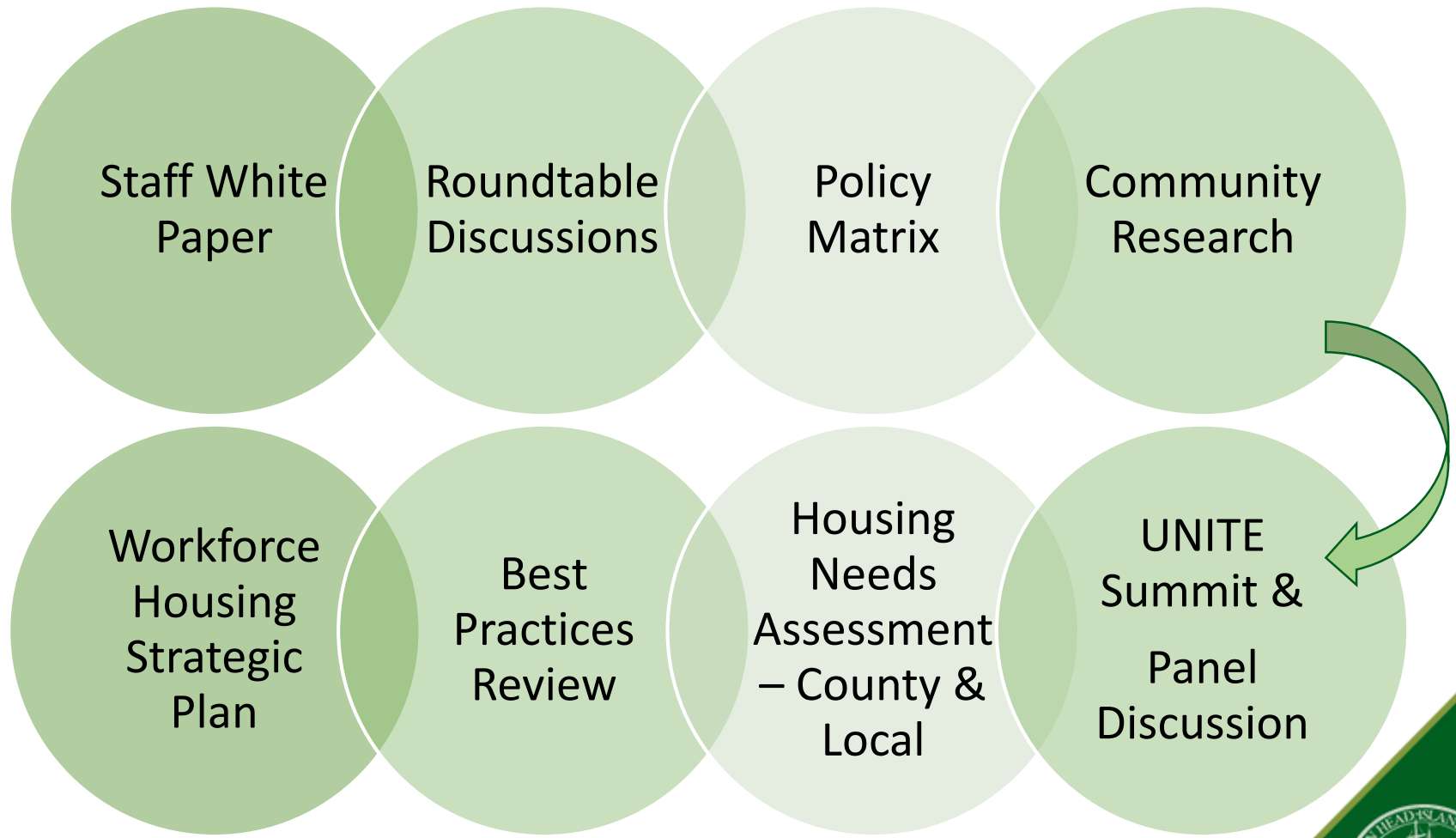
Town of Hilton Head Island

Workforce Housing Strategic Plan Staff Response

June 28, 2019

Community Development Department

Project Process



Workforce Housing Program

Household Income Target

Consultant Recommendation:

Target households with incomes between 30-80% of AMI for rental & between 30-100% for for-sale housing

Staff Approach:

Target a household income of 30-100% of the AMI for Beaufort County



Consultant Recommendations

Workforce Housing Strategic Plan: an Integrated Plan

Public-Private Local Workforce Housing Trust Fund

Create a Commercial
Reuse Policy

Make Town-
Owned Land
Available

Establish a
Density
Bonus
Program

Expand Employer-
Assisted Housing
Program

Offer Property
Tax & Impact
Fee Rebates

Partner on
Home-
Linking/Home-
Sharing Program

Make projects
more
competitive for
LIHTC



Housing Trust Fund

Consultant Recommendation:

- Establish a Public-Private Local Housing Trust Fund
- Include a Dedicated, Recurring Source of Funding

Staff Approach:

- Work with Southern Lowcountry Regional Board (SOLOCO) to evaluate creation of a Regional Housing Trust Fund
- If a recommendation is made, participate in the fund



Commercial Reuse Policy

Consultant Recommendation:

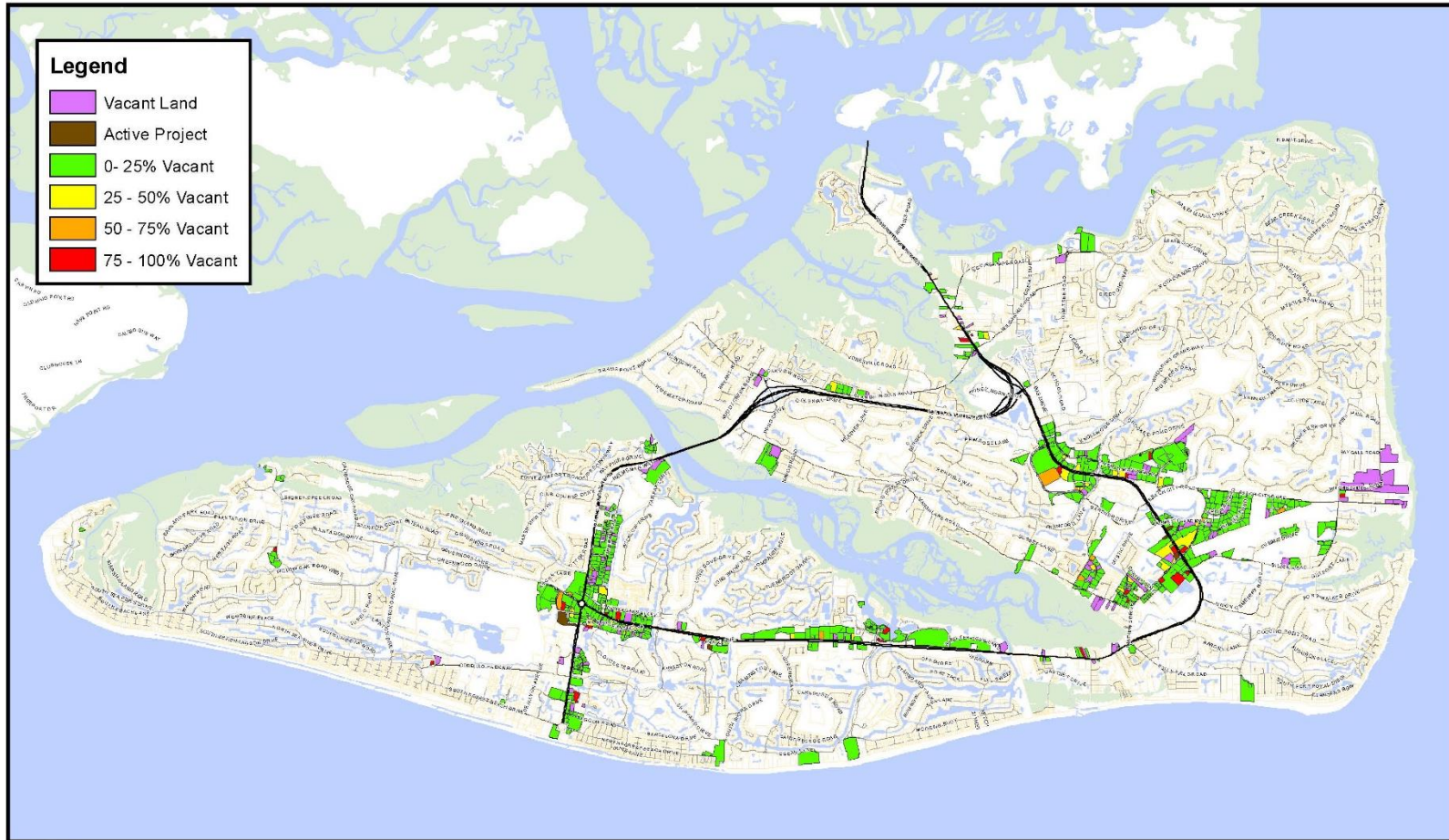
- Adopt a comprehensive policy that provides the right framework and incentives to encourage appropriate repurposing of commercial buildings as workforce housing.
- Focus both on utilizing existing buildings as well as incentivizing redevelopment.

Staff Approach:

- Create a commercial reuse policy.
- Use Floor Area Ratio (FAR) versus density for conversion of commercial space to residential space.



Vacant Commercial Property



Vacant Commercial Property



Underutilized

Commercial
Properties
with Vacancy

108
properties

Units for
Sale, Lease
or Rent
(various sizes)

257
units

Properties
50% or >
Vacant

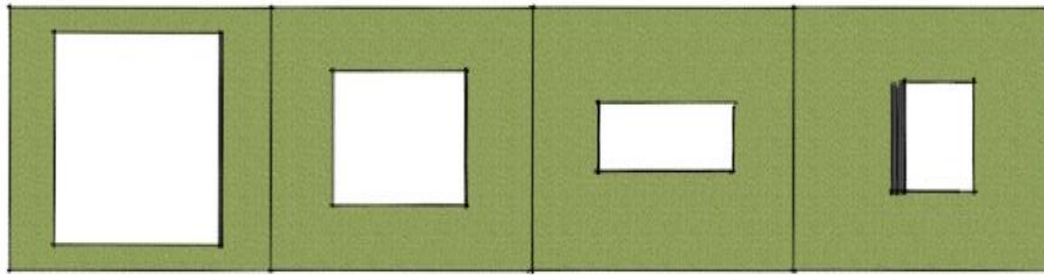
42
properties



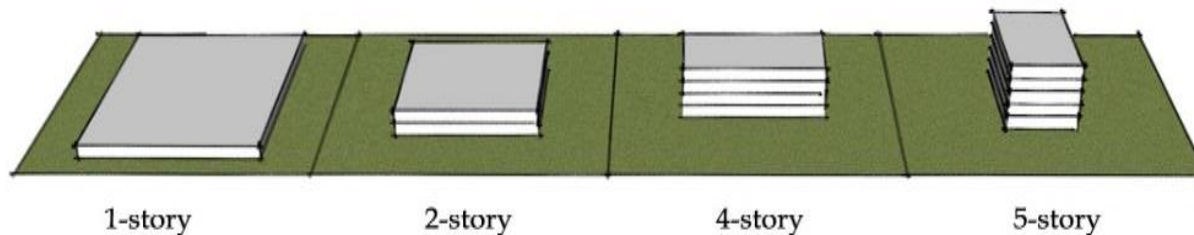
Floor Area Ratio (FAR)

FAR is the measurement of a building's floor area in relation to the size of the lot/parcel that the building is located on.

Site Coverage



Building Height



Source: The Ontario Plan "Floor Area Ratio Example"



Town-Owned Land

Consultant Recommendation:

- Make some unrestricted and un-programmed Town-owned land available for production of workforce housing.
- Set clear goals & objectives in any partnership that takes advantage of lower-cost land from the Town.

Staff Approach:

- Identify at least one Town-owned property to make available for workforce housing initiative.
- Short term recommendation that should be a priority for the Town.
- There are limitations with the use of Town-owned property.



12



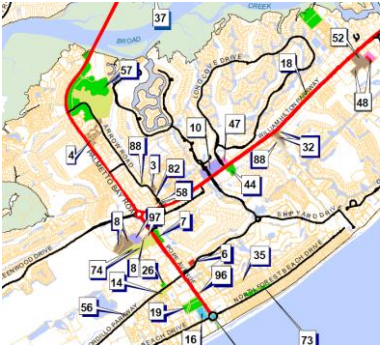
Town-Owned Property by Funding Source



Vacant Acreage

1,305.11 acres
(Total Non PUD Vacant Acreage)

	Town Owned*	Non Town Owned
Vacant Acreage	528.21 (40.47 %)	776.9 (59.53 %)



**Town owned vacant acreage includes property that could have deed restrictions/covenants or be open space.*

Limitations

- 67 of the 152 town owned parcels are less than 1 acre.
- One of the larger town owned parcels is 66 acres with deed restrictions/covenants that prohibit development.



Density Bonus Program

Consultant Recommendation:

- Amend the LMO to offer a density bonus in certain zoning districts for properties that meet particular criteria in exchange for provision of workforce housing.

Staff Approach:

- Amend the LMO to allow a bonus density in certain zoning districts via a Workforce Housing Overlay using FAR as a more effective density calculation.
- Provide flexibility in the number of units without affecting the character or massing of the structure.



Employer-Assisted Housing

Consultant Recommendation:

- The Town should take a leadership role by providing housing assistance to public sector employees.
- Encourage private-sector employers to match the Town's initiatives.

Staff Approach:

- Consider a down-payment assistance program.
- Consider a stipend program similar to the program in place for Beaufort County Sherriff's Office employees living on the Island.
- Consider taking a leadership role in encouraging other employers on the Island to provide similar programs.



Property Tax & Impact Fee Rebates

Consultant Recommendation:

- The Town should work with the County and on its own to offer property tax/impact fee rebates for workforce housing.

Staff Approach:

- Provide funding to the regional housing trust fund to assist with costs of property taxes and impact fees.
- Consider reducing or waiving development application fees for workforce housing applications.



Home Linking/Home Sharing Program

Consultant Recommendation:

- The Town should be a partner in a resource that helps employers connect their employees either to housing that might be vacant and available for transitional or temporary rental and/or to existing homeowners who are looking to share their home.

Staff Approach:

- Staff recommends the private sector pursue a home linking/home sharing program.
- The Chamber should gauge the interest of the business community to take on this program.



Low-Income Housing Tax Credits

Consultant Recommendation:

- The Town should continue to advocate for changes to the State's Qualified Allocation Plan (QAP) criteria.
- Promote local policies that encourage the competitive of local projects for tax credits.

Staff Approach:

- The Town should support any efforts to change State programs to benefit Hilton Head Island.
- Staff will support Town Council's efforts with the State Delegation as needed.



Capacity Building

Staff Recommendations Consultant Recommendations

Develop Relationships with Local & Regional Residential Developers.

Establish Procedures for Monitoring Workforce Housing Units.

Continue Education & Outreach Activities.

Create a Dedicated Staff Position to Serve as Workforce Housing Coordinator/Planner.

Convene an Annual Roundtable Meeting with Developers and Non-Profits.

Enlist a Non-Profit to Monitor Workforce Housing Units on the Island.

Utilize Business Workforce Coalition to serve as an Advisory Group.

Address immediate needs with existing staff.

Out of Reach 2019 Report



Additional Recommendation

Consultant Recommendation:

- Utilize Accessory Dwelling Units (ADU) as a source of Workforce Housing and possible source of income for homeowners.

Staff Approach:

- Staff agrees the Town should explore ADUs as a source of workforce housing but also a potential source of income for an aging population.
- Complexities within covenants could require special consideration to allow this to happen.



Next Steps

- Receive input and direction from Public Planning Committee at June 28th Special Meeting.
- Finalize strategic plan recommendations.
- Present to Public Planning Committee July 18th to request recommendation of approval by Town Council.





Thank you!

Town of Hilton Head Island
Community Development Department